

In the Specification:

Please amend the specification as indicated below.

Page 2, lines 12-17 (Paragraph 6):

Other methods of advertising include advertising on the vertical risers of steps as disclosed in U.S. Patent 6,041,533 to Lemmond, Jr. U.S. Patent 4,054,001 to De Pinna describes a display device for advertising consisting of a vertical support with a unitary sheet of resilient material used for advertising ~~that hangs~~ hangings from the vertical support. However, the advertising methods to date are relatively expensive, installment intensive and difficult to display.

Page 3, line 10 to page 4, line 3 (Paragraph 9):

In one aspect of the present invention, a wrap-around advertising surface is provided which is releasably adhered to a surface such as a railing, other hand support device, pole or support beam. The wrap-around advertising surface comprises a skin having ~~a top~~ an outer surface and ~~a bottom~~ an inner surface and a 4-way stretchable material layer having ~~a top~~ an outer surface and ~~a bottom~~ an inner surface. The ~~top~~ outer surface of the skin layer is imprinted with printed indicia forming a visual image. The ~~bottom~~ inner surface of the skin layer is permanently adhered from edge to edge to the ~~top~~ outer layer of the 4-way stretchable material layer. The ~~bottom~~ inner of the 4-way stretchable material layer is completely covered from edge to edge with a releasable adhesive. In another aspect of the invention, a backing layer with ~~a top~~ an outer surface and ~~a bottom~~ an inner surface is placed between the skin layer and the 4-way stretchable material layer to provide additional support. The ~~top~~ outer surface of the backing layer is permanently adhered to the ~~bottom~~ inner surface of the skin layer. The

~~bottom~~ inner surface of the backing layer is permanently adhered to the ~~top~~ outer surface of the 4-way stretchable material layer.

Page 4, lines 4-15 (Paragraph 10):

In another aspect, a system of advertising is presented. The system comprises a wrap-around advertising surface, which has a skin layer and a 4-way stretchable material layer with a ~~top~~ an outer surface and a ~~bottom~~ an inner surface. The skin layer has a ~~top~~ an outer surface and a ~~bottom~~ an inner surface; the ~~top~~ outer surface of the skin layer has printed indicia, which presents a visual image. The ~~bottom~~ inner surface of the skin layer is permanently adhered to the ~~top~~ outer ~~layer~~ surface of the 4-way stretchable material layer. The ~~bottom~~ inner surface of the 4-way stretchable material layer is releasably adhered to a railing. In another aspect of the system of advertising presented, a backing layer with a ~~top~~ an outer surface and a ~~bottom~~ an inner surface is placed between the skin layer and the 4-way stretchable material layer to provide additional support. The ~~top~~ outer surface of the backing layer is permanently adhered to the ~~bottom~~ inner surface of the skin layer. The ~~bottom~~ inner surface of the backing layer is permanently adhered to the ~~top~~ outer surface of the 4-way stretchable material layer.

Page 7, line 5 to page 8, line 15 (Paragraphs 23-25):

Skin layer 104 has a ~~bottom~~ inner surface 106 which is affixed to the ~~top~~ outer surface 110 of 4-way stretchable material layer 112 by a permanent adhesive 108 that completely covers skin layer 104 from edge to edge. The permanent adhesive 108 can be any permanent adhesive known in the art, which will permanently bond skin layer 104 to 4-way stretchable material layer 112. An example of such a permanent adhesive

is FLEXCON® adhesive V-402. However, it will be clear to one skilled in the art that other similar suitable adhesives may be used.

Four-way stretchable material layer 112 has ~~top~~ outer surface 110 and a ~~bottom~~ inner surface 114, such that ~~top~~ outer surface 110 of 4-way stretchable material layer 112 conforms to and is permanently affixed to ~~bottom~~ inner surface 106 of skin layer 104. Four-way stretchable material layer 112 may be comprised of any material that can simultaneously stretch in four directions such as a polyester material; an example is MYLAR®. ~~Bottom~~ Inner surface 114 of 4-way stretchable material layer 112 is releasably attached to the railing or hand support system by a layer of releasable adhesive 116. Releasable adhesive 116 completely covers from edge to edge and is affixed to 4-way stretchable material layer 112 and provides releasable adhesion to the railing or hand support system. Releasable adhesive 116 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 100 off the railing or hand support system, etc. Any adhesive having the characteristics of being secured to the railing as well as being easily removed can be utilized. Any acrylic-based adhesive, rubber-based adhesive, or silicone-based adhesive can be utilized; a preferred example of a releasable adhesive is FLEXCON® V-58.

FIG. 2 is an elevated perspective view of wrap-around advertising surface 100. Skin layer 104 has ~~top~~ outer surface 102 and ~~bottom~~ inner surface 106. Top Outer surface 102 of skin layer 104 has printed indicia that presents visual image 118. Visual image 118 can be created using any printing or graphic technique known in the art suitable for placing graphic designs on the wrap-around material employed. For example, sublimation printing utilizing heat and pressure to affix preprinted graphics produces a highly durable and accurate graphic. The sublimation ink can be pretreated

with UV inhibitors to prevent fading. Luminescent inks can also be used to provide a glow in the dark environment. Puff inks can be used to provide a textured surface. In addition, plastisol inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 104.

Page 9, line 7 to page 11, line 3 (Paragraphs 27-29):

Skin layer 204 has a ~~bottom~~ an inner surface 206 which is affixed to ~~top outer~~ surface 210 of backing layer 212 by a permanent adhesive 208 which completely covers ~~bottom inner~~ surface 214 of backing layer 212 from edge to edge. The permanent adhesive 208 can be any permanent adhesive known in the art, which will permanently bond skin layer 204 to backing layer 212. An example of such a permanent adhesive is FLEXCON® adhesive V-402. However, it will be clear to one skilled in the art that other similar suitable adhesives may be used.

Backing layer 212 has a ~~top~~ an outer surface 210 and a ~~bottom~~ an inner surface 214, such that ~~top outer~~ surface 210 of backing layer 212 conforms to and is affixed to ~~bottom inner~~ surface 206 of skin layer 204. Backing layer 212 may be comprised of any material suitable for providing support including open cell foam, closed cell foam, felt, paper or rubber. ~~Bottom Inner~~ surface 214 of backing layer 212 is permanently adhered to the ~~top outer~~ surface 218 of 4-way stretchable material layer 220. The permanent adhesive 216 attaching ~~bottom inner~~ surface 214 of backing layer 212 to top surface 218 of 4-way stretchable material layer 220 can be any permanent adhesive known in the art which will permanently bond the surfaces, an example of which is FLEXCON® V-402. Four-way stretchable material layer 220 has the ability to stretch in all directions simultaneously such as a polyester material, an example is MYLAR®. ~~Bottom Inner~~

surface 222 of 4-way stretchable material layer 220 is releasably attached to the railing or hand support system by releasable adhesive 224. Releasable adhesive 224 is affixed to and completely covers 4-way stretchable material layer 220 from edge to edge and provides releasable adhesion to the railing or hand support system. Releasable adhesive 224 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 200 off the railing or hand support system. Any adhesive having the characteristics of being secured to the railing as well as being easily removed can be utilized. Any acrylic-based adhesive, rubber-based adhesive, or silicone-based adhesive can be utilized; a preferred example of a releasable adhesive is FLEXCON® V-58.

FIG. 4 is an elevated perspective view of wrap-around advertising surface 200. Skin layer 204 has ~~top~~ outer surface 202 and ~~bottom~~ inner surface 206. Top Outer surface 202 of skin layer 204 has printed indicia that presents visual image 226. Visual image 226 can be created using any printing or graphic technique known in the art suitable for placing graphic designs on the wrap-around material employed. For example, sublimation printing utilizing heat and pressure to affix preprinted graphics produces a highly durable and accurate graphic. The sublimation ink can be pretreated with UV inhibitors to prevent fading. Luminescent inks can also be used to provide a glow in the dark environment. Puff inks can be used to provide a textured surface. In addition, plastisol inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 226.

Referring now to FIGS. 1 and 5, ~~top~~ outer surface 102 of skin layer 104 has printed indicia that presents visual image 118. Visual image 118 can be created using any printing or graphic technique known in the art suitable for placing graphic designs on the wrap-around material employed. For example, sublimation printing utilizing heat and pressure to affix preprinted graphics produces a highly durable and accurate graphic. The sublimation ink can be pretreated with UV inhibitors to prevent fading. Luminescent inks can also be used to provide a glow in the dark environment. Puff inks can be used to provide a textured surface. In addition, plastisol inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 104.

Page 12, lines 7-19 (Paragraph 32)

FIG. 6 discloses yet another advertising system for presenting a visual image on a railing. For convenience, the component parts of wrap-around surface 200 are numbered as in FIG. 3 designating wrap-around advertising surface 200. Wrap-around advertising surface 200 of the present invention has 4-way-stretchable material layer 220 with an inner and outer surface, a backing layer 212 with an inner and outer surface, and a skin layer 204 which has an inner surface and an outer surface, ~~the~~ The inner surface of the skin layer 204 is permanently adhered to ~~said-the~~ outer surface of ~~said-the~~ backing layer 212. The inner surface of backing layer 212 is permanently adhered to 4-way stretchable material layer 220. ~~4~~Four-way stretchable material layer 220 is releasably adhered to railing 230. Skin layer 204, backing layer 212 and 4-way stretchable material layer 220 each have a width substantially similar to the

circumference of railing 230, such that edges of said skin layer 204, backing layer 212 and said 4-way stretchable material layer 220 abut when wrapped around railing 230.

Page 13, line 12 to page 14, line 2 (Paragraph 34)

Referring now to FIGS. 3 and 6, ~~top~~ outer surface 202 of skin layer 204 has printed indicia that presents visual image 226. Visual image 226 can be created using any printing or graphic technique known in the art suitable for placing graphic designs on the wrap-around material employed. For example, sublimation printing utilizing heat and pressure to affix preprinted graphics produces a highly durable and accurate graphic. The sublimation ink can be pretreated with UV inhibitors to prevent fading. Luminescent inks can also be used to provide a glow in the dark environment. Puff inks can be used to provide a textured surface. In addition, plastisol inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 204.